

More Than \$500,000,000 Year's Automobile Sales

Cars Sold in 12 Months Up to July 1 Exceed 700,000,
So There Are More Than
2,000,000 in Use.

INCREASE OF 36 PER CENT. IS SHOWN

Continued demand for motor cars in this country and abroad has brought a remarkable increase in sales, the figures for the past year, as compiled and just announced by Alfred Reeves, general manager of the National Automobile Chamber of Commerce, showing production to have been 703,527 cars, valued wholesale at \$323,433,803, which is an advance of 36 per cent. in the number of cars, and more than 10 per cent. in value over the previous twelve months.

With the lowering of prices resulting from increased production, standardization of many parts, together with the present low cost of upkeep of automobiles, has come a demand that was never dreamed of by the greatest optimists a few years ago. The call for the big luxurious cars continues, although the greatest sales during the past year have been in the rural districts, where the automobile is a time saver is appreciated in the highest degree.

Sales of pleasure or passenger cars of all types to June 30, which is the end of the year in the industry, were 668,826, valued at \$294,131,121, while the sales of commercial vehicles of all types are estimated at 37,701, valued at \$29,302,682. The figures for twelve months ended June 30, 1914, were 315,181 cars, passenger and commercial, valued at slightly more than \$185,000,000.

It will be noted that while the number of cars increased 36 per cent., indicating the greater value, the makers have been giving purchasers as many as twenty changes were made in chassis construction.

More than 2,000,000 cars are now registered in the United States, based on the reports of the States which require registration. The present outlook is for a big increase in the demand for the sturdy American motor vehicles which, as factors in every day life, are becoming as common as the telephone and other public utilities.

WAR WILL STIR UP TRUCK TRADE HERE

Widespread Use in Europe
Teaches Best Lesson of
Utility.

GREATER MARKET IN U. S.

By R. E. TAYLOR, President
R. E. Taylor Corporation.

European business men have ever been the first, as a rule, to appreciate and take advantage of the mechanical inventions of the American. We have always been celebrated for the improvements we have made in all lines of mechanics, but seldom have Americans taken immediate advantage of these improvements.

When the great war broke out the very first thing contending nations did was to secure for themselves as many of our latest models in motor trucks as they could get hold of. Up to a year ago the motor truck, which is appreciated in this country to a limited extent, was looked upon as a pleasant addition to a horse-drawn truck, and not at all as something imperative necessary for the maintenance of a big, successful

business. The horse was still supreme as a transportation agent for most people who had nothing to do.

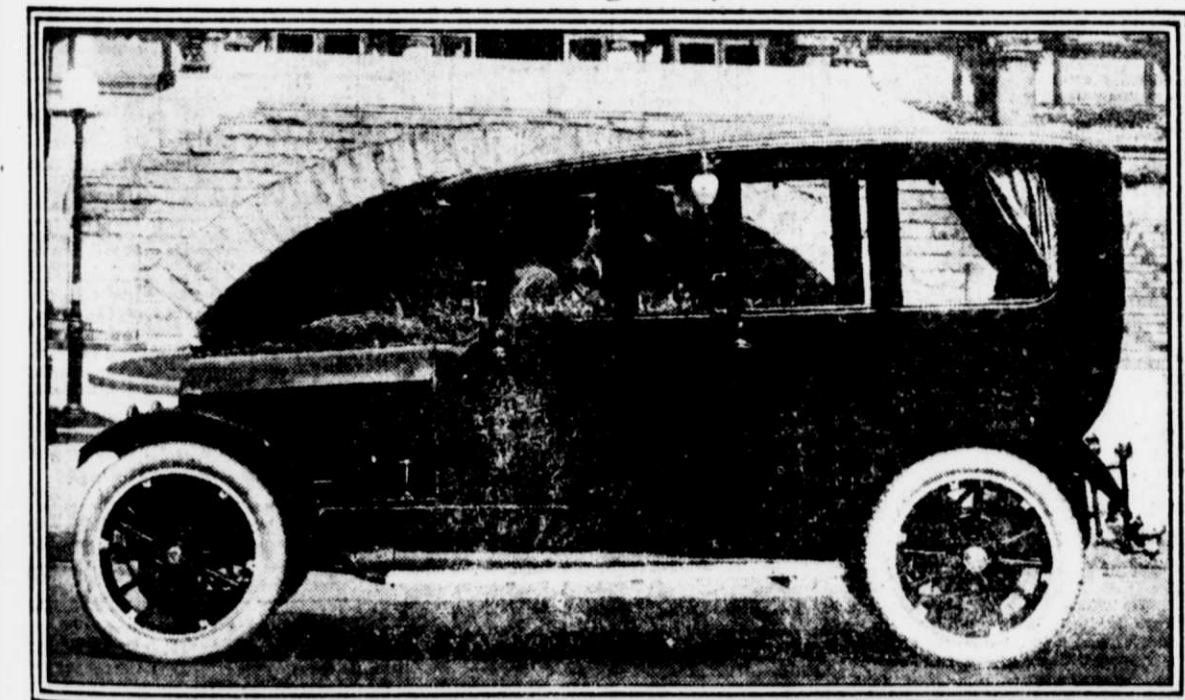
At the activity with which the Europeans have demonstrated the value of the motor truck as the absolute solution of all their transportation problems in moving munitions and commissary stores made our own people wake up. Slowly they are beginning to realize that the motor truck is one of the most potent tools to business accomplishment ever devised, for it makes the owners of such trucks independent of the vagaries of the horse or mule, of the excessive charges of the express, freight and railroad companies. Therefore I look for such an increase in the demand for motor trucks for hauling purposes of all kinds that the "boom" in the sale of pleasure automobiles will seem a trifle tame.

I look to see the day come, and shortly, when the motor truck will carry more than the place of the carrying methods now in use, especially in local hauling of both merchandise and baggage. The adoption of the motor truck for business is beginning all over the world, and soon there will be express lines running at regular hours and on a definite schedule which will carry the various merchandise of the commerce to the door of the consumer. The motor truck is already being inserted, and I believe we know it will have been substituted to having a motor truck at our doors and take or leave a package or parcel, on regular schedule, and we will wonder how we ever got along without this service.

For this reason the Garford Motor Truck Company is conserving its output for longer to send its trucks abroad. The demand here is very soon to be so great for its product that it will be necessary to turn its attention to the coming of orders from abroad.

Orders are being placed, soon we are overwhelmed. For the time being, however, the car maker is not in the business of stirring and stirring the demand for the car, but is waiting for the car to be put into the hands of the consumer.

Limousine on Cole Eight Cylinder Chassis



The first of the line of closed car models on Cole chassis is the eight Berline limousine, which has just arrived at the Holt-Carter Company, Eastern distributors for the Cole car. An important feature of this limousine is its three disappearing auxiliary seats, which when in position allow comfortable seating capacity for six adults in the roomy rear compartment of the car.

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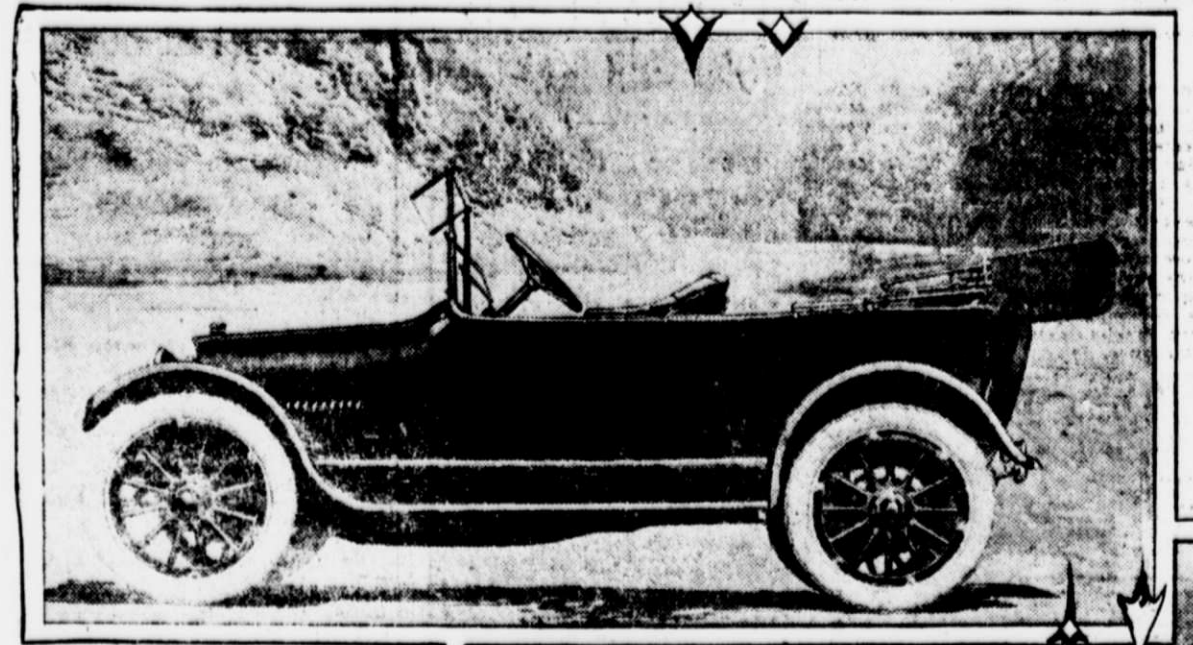
Wireless Sets Car Motor Going

AT the recent Indiana State Fair the motor of a Model 83 Overland was started every five minutes by a wireless spark from the Overland headquarters in Indianapolis, five miles away. The car on exhibition at the fair grounds was fitted up with a receiving apparatus and the necessary automatic switches and relays for throwing on and off the electric current of the starter and magneto.

An automatic switch was regulated so as to allow the car to run for forty-five seconds, after which the magneto was cut off. The operation of starting the car was repeated at five minute intervals.

The entire operation was accomplished without the aid of a human hand. A time switch, installed in connection with the wireless outfit in the city, controlled the entire operation. From the time Gov. Ralston of Indiana put the car in operation the first time by touching a key at the sending station, until the last day of the fair, the starting and stopping of the car were taken care of automatically.

REO NEW MODELS ANNOUNCED



above is the new four cylinder, priced below \$800.

Maxwell a Night Riding Champion

DRIVING a special Maxwell racing car, Arthur Klein turned the Cleveland mile track by lamplight in 49 1-5 seconds August 28.

This establishes a new record for night racing. Klein defeated the Simplex Zip and other famous speed cars.

LIKE DETROIT'S SYSTEM.

Traffic Regulation Plan Praised by Local Auto Dealer.

New York's effort to make the path of the pedestrian a safe one at the intersection of heavy traffic streets is proving most successful. If you have occasion to travel across Fifth avenue at Thirty-fourth street, or further uptown at Forty-second street, you will have noticed the giant foot prints strewn across the street between lanes directing where and how to cross. It is a simple system and is doing a good system. And not only for the man afoot. Maybe you have not thought about its effect on the man who drives a car, but he, too, always had his problems in traveling along the busy streets.

The same system is in effect in Detroit, and Charles E. Riess, the man who handles the Hupmobile in this neck of the woods, who has just returned from Detroit, speaks glowingly of the value of the aisles of safety from the viewpoint of the motorist. It has simplified driving problems in Detroit, so Mr. Riess found out, and he is confident that it will do the same here in New York. Now the driver knows to a fair certainty what to expect from the pedestrian at busy crossings and, conversely, himself accordingly, just as the pedestrian knows what he has to expect from the car driver.

"Such traffic regulations as the aisle

FURTHER CHANGES IN STUDEBAKER FORCES

Hodgkins Manager of Sales—
Willman's Job Also
Expands.

The recent promotion of Louis J. Hodgkins to be a director and a vice-president of the Studebaker Corporation, made necessary other changes within the organization, one of which was to advance R. T. Hodgkins to succeed Mr. Willman as manager of sales.

Hodgkins was for ten years a member of the New York Naval Militia. For five years of that time he was ordnance officer on the commanding officer's staff of the Second Battalion. The greater part of his business career has been passed in New York, but he got his first start in the West. After getting a degree in mechanical engineering at the Iowa State College in 1903, Mr. Hodgkins spent two years in the shops of the Illinois Steel Company at Chicago, Milwaukee and St. Paul. He then came to New York to work for the Aer Motor Company's branch at Lincoln, Neb. Sears-Roebuck Company was his next employer, and he was put in charge of a department.

The Yale & Towne Manufacturing Company of New York selected him for a manager for its holding company, which was then known as the Studebaker Corporation. He later joined the Studebaker Corporation, later invited him to become branch manager of its New York vehicle division. This car was in supervision of the entire export business of the vehicle division. A year ago he was transferred to the Studebaker automobile division at Detroit and made assistant manager of sales.

The work formerly done by Mr. Hodgkins will be divided between two assistants. For these places G. L. Will-

Japanese to See Motor Speed

TWO Mercer raceabouts were recently sold by the Pacific coast distributor, George R. Bentele, to Fred J. Fujioka of Los Angeles.

This Japanese "Bill Pickens" bought the Mercers to head an automobile racing stable which he will soon take to Japan, where, a circuit of speed contests has been arranged for. The Mercers are to be piloted by Japanese drivers, W. T. Watanabe and H. Sakamoto.



The six cylinder Reo has indeed a distinctive appearance and will sell this year for \$1,250, an extraordinary price for the value.

HOME MARKET TO FEEL STIMULUS, SAYS DEALER

Conditions and Sees Bright
Outlook Ahead.

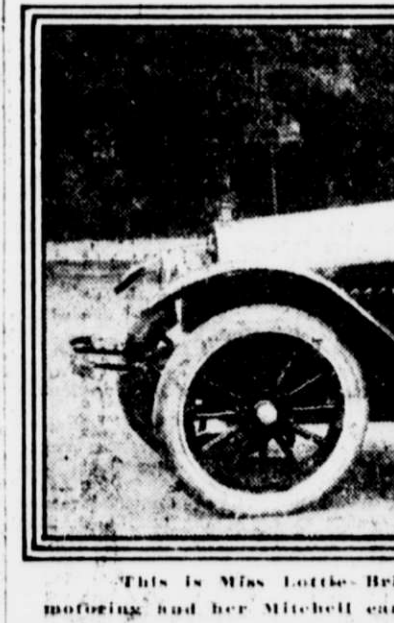
With the possibility of a break between the United States and Germany virtually removed American truck manufacturers look for a more active domestic market for their product within the next few months and for a less rigorous exercise of the caution visible in industrial affairs since the negotiations were first begun.

While the war stimulated the foreign market for trucks beyond all hopes and expectations, it has exerted an apparent effect of stagnation on the home market, according to E. R. Jackson of the Packard and Motor Car Company of New York, although the net result of these influences is decidedly to the benefit of the manufacturers. The domestic situation, however, has been markedly relieved from two serious bottlenecks which are directly traceable to the war.

The first of these concerns a steady and considerable demand for trucks from American machinery and munitions manufacturers, who have confined an extension in their plants to care for war orders with a corresponding increase in their transportation facilities. The other is less tangible, but is expected eventually to prove of much greater benefit, and has to do with the performance of American trucks in actual service and under the most exacting conditions. The truck builders feel that the war has given the motor truck its chance to prove its utility, and that the most has been made of the chance that it has given for real service has been fully proved, and that its facilities and like advantages in any field of transportation have been brought home to American motorists in a way so vividly as to work a permanent good effect.

Mr. Jackson says the limited supply of trucks for a few months of the war, active during the holidays, the general mechanizing of the army, and the undoubted relief of the situation in the munitions industry, have all combined in a stimulated industrial market. Factory extensions and additions to the Packard plant have enabled that company, he says, to attain a production of trucks in the last few months of the year that has been a record for the company. He believes that the domestic market has been sufficiently broad to serve the domestic truck properly at all times.

Movie Star Is a Mitchell Driver



This is Miss Lottie Briscoe on the wheel of a Mitchell Six of '16. She is an enthusiast on motorizing and her Mitchell car.

ACCEPTING THE "TWELVE."

Little Argument Against This Type of Motor, Says Poertner.

"The twelve cylinder car is the first important change introduced in the history of the industry that has been so rapidly adopted without argument or doubt," says William C. Poertner, New York distributor for the National company, builders of the "Twelve."

"Even such meritorious features as the self-starter and electric lights required a lot of explaining and salesmanship to get the public to accept them. That the public has absolutely accepted them, however, is the twelve cylinder car's greatest achievement. It is a rare compliment to the concern that has introduced twelve cylinder cars this season.

The new National models are called "Highways" and are being built in both six and twelve cylinder cars. These new Nationals were first announced at the time of the Indianapolis 500 mile race. Shipments of the "Highways" models are now being made in good quantities from the National factory, which is being operated to capacity.

LARGER SMALL TIRES.

Goodyear Man Says He's Proud of the Little Sixes.

"We cannot help bragging just a little about the new tires that have greeted our new tire in the 30x3 and 30x3 1/2 sizes," says J. Wilbur Hobbs, branch manager of the Goodyear Tire and Rubber Company. "The owners of cars using these sizes and that type tire are just as much entitled to freedom from tire trouble as users of larger tires, and Goodyear has spared no pains in working out an ideal tire for the particular service in mind. Before putting out our 1915 type 30x3 and 30x3 1/2 tires we gave them the severest possible tests in fitting but similar service, and found that the usual tire troubles had been overcome.

The new 30x3 is 20 per cent. larger than formerly and the 30x3 1/2 tire is 13 per cent. larger. There is an extra ply of fabric under the tread, and extra rubber above the tread, to prevent water from getting into the tire fabric. We used four plies of fabric, the strongest during kind that goes into our larger tires."

OVERLAND OUTPUT BREAKING RECORDS

Shipments Are Close to 600 a Day Mark Promised by Willys.

EXPORT BUSINESS GROWS

Since the beginning of the calendar year shipments of the Willys-Overland Company have shattered practically every existing record previously established by manufacturers of medium or high priced cars. The production facilities of the big Toledo concern have been steadily increased until now the shipments of a single day amount to more than the yearly output of Overland cars eight years ago.

Less than two months ago the average daily shipments reached the 400 mark. On August 26, 502 cars were shipped. The average is now hovering around the 500 point. With four months still remaining in the present year, the rate of increase in shipments will more than equal the prediction made by John N. Willys, president of the Overland Company, in January, that the Overland factory would be shipping 600 cars a day before the close of the year.

In referring to the tremendous demand for Overland cars, John N. Willys points out the continually growing foreign business of his company.

"Our export shipments between January and August of this year amounted to 4,000 cars," declared Mr. Willys. "This is an increase of more than 217 per cent. over the foreign shipments made during the corresponding period of the year ago, when 1,345 cars were consigned to foreign countries."

"While our export business for the current year has shown a marked increase over the previous year, the most able part of our success abroad is due largely to the fact that Overland cars meet the requirements of automobile buyers on the other side of the Atlantic as well as those in America, and is not the result of filling war orders from any of the foreign governments."

A number of American car manufacturers have boosted their export sales by taking large contracts placed by agents of the various nations at war directly with the factory. But the demand for the Overland has been turned to legitimate dealers. Some Overland cars were commandeered at the beginning of the war and undoubtedly others are being seized in the different armies, but any such have found their way to the front only after going through the hands of Overland dealers.

"Moreover, the demand for Overland cars abroad is not confined to Europe. Our sales in South Africa and the Far East have been even greater than we anticipated. When the war broke out in those countries they could not obtain cars from the European manufacturers who had formerly supplied a large proportion of the demand. They naturally turned to America. The result has been that more American made cars have been shipped into foreign territory than ever before."

Parade to Sheephead Bay

Likely to Attract Thousands of Motorists.

Metropolitan motordom is showing itself mightily interested in the formal opening of the Sheephead Bay Speedway for practice on September 15 for the Astor cup race on October 2. At the latest meeting of the parade committee of the Motor Club of New York, which is managing the affair, reports from dealers were to the effect that more than 10,000 entry blanks had already been distributed among owners.

Brooklyn and New Jersey are co-operating with New York and predict divisions in the parade that will command favorably in numbers with the turnout from Manhattan, Richmond and The Bronx. Herbert L. Carpenter, Harry Udwon, Clifford Bishop, W. A. Sellen and other members of the parade committee of the Motor Club of Brooklyn are confident that Long Island's brigade in the procession will number at least 2,000 autos. H. A. Bonnell and W. J. Morgan of the New Jersey Automobile and Motor Club say that they are already assured that no less than 500 cars will cross the Hudson from Newark.

The parade will form along Seventh avenue and in the cross streets between Fifth and Fifty-ninth streets, move down Fifth avenue, cross Williamsburg Bridge and proceed to the Speedway via the Ocean Parkway. All drivers and passengers in parading cars will be admitted free. Non-participants will be charged admission. Prominent entrants for the Astor cup race will be in special and costly trains among them Ralph De Palma and Dario Resta in all probability.

At the close of the racing program there will be dancing on the home stretch, whose smooth hard surface will be ideal for this purpose. In the competition for prizes there will be five divisions: Division A, decorated cars; Division B, decorated cars; Division C, decorated cars; Division D, decorated cars; Division E, miscellaneous. Not only is the Sheephead Bay Speedway Corporation giving prizes, but the trade as well. For instance, the Norma Bear Brand Company has put out a fine silver trophy for the runabout class.

The demand for boxes, parking spaces and seats at the Sheephead Bay Speedway Corporation's town office at 1408 Broadway is steadily increasing. The Motor Club of Brooklyn has opened a ticket bureau at its clubhouse at Bedford avenue and Fulton street, not only for its members but for all Brooklynites as well. The New Jersey Automobile and Motor Club has also established a bureau for Newarkers. Joseph Houghon, the Speedway's ticket manager, is also arranging for similar bureaus at the Hartford, New Haven, Paterson and other clubs. The Automobile Club of America is also endeavoring to establish a ticket bureau of its own.

WOMAN DRIVER'S SPEED.

Antia King Sends Her Kissel-Kar Fast Up the Coast.

If Antia King fails to drive her Kissel-Kar all the way across the continent she still has hung up a record for women that may not soon be beaten—a drive from Los Angeles to San Francisco in seventeen hours and fifty-five minutes. This is a distance of 472 miles and some of the roads are exceedingly dangerous.

Among the larger cities along Miss

Movie Star Is a Mitchell Driver



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TRADE NOTES.

Palmer E. Winslow, who has been connected with the advertising department of the Hupp Motor Car company for the past eighteen months, has been appointed secretary to J. Walter Drake, president of the Hupp company. Mr. Drake is back in the office after a month's vacation in the Canadian woods.

M. C. Manship, who formerly made his headquarters at the Maxwell Motor Car company, has been made assistant manager of the company's New York retail branch. He will assist Harry E. De Bear, manager of the branch. Manship has had wide experience in the automobile business, being one of the oldest employees of the Maxwell.

Peters & Sons Ltd. of Paris have just placed an order for one hundred and thirty cars to be delivered within the next two months. Peters & Sons Ltd. have been cash buyers since King of 125 cars and handle the Turcat-Mery and the Austin lines.

Thirteen Oakland cars, thirteen roadsters and two touring cars have just been consigned for sale by the Hupp Motor Car company. One of the thirteen Oakland roadsters are to be used by the Hupp company for the purpose of the use of George M. Jones, superintendent of the Hupp company.

The application for a formal specification of any car, the make being the subject of the specification, is a practice of using the chassis for all four wheels in dry weather, as well as on "slippery" days. To the inexperienced this sounds like an appalling error in the fire bill due to extra wear on tires in extremely mountainous districts, but those who have tried the scheme of using tire chains in all weather claim that the tires serve their full mileage. The theory is this:

The chains are not fastened to the tires, but are pulled at them every time the brakes are applied. They have sufficient "creep" to avoid this strain. And instead, they take the heat of the friction and assure a better grip when an emergency requires quick application of the brakes. A frequent occurrence in broken country. The chains do not dig into the surface of the tires so much as would the stones along a fair roadway. The tires are not worn down every day, as is the case with the extra wear on tires against road imperfections, which would otherwise badly bruise and cut the tread. But even were the cost greater, the assurance of increased safety through front wheel chains would justify their use.

SKIDDING IS TO BLAME.

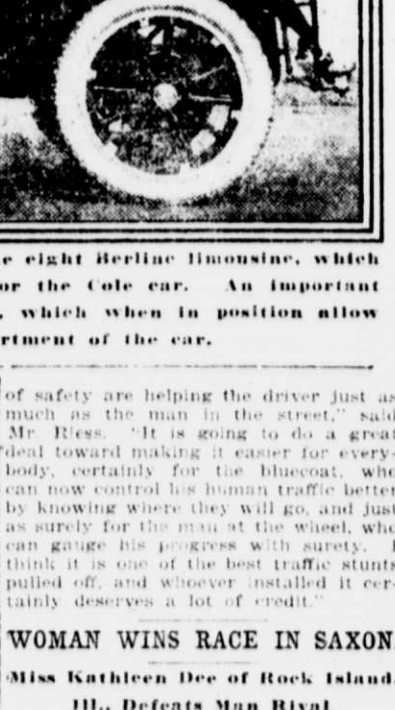
The Often Unexcused Cause of Serious Road Accidents.

The real contributing cause is not always assigned in many road accidents. The tendency has been to lay these smashups to imperfect steering, mechanism, faulty brakes or other deficiencies in the makeup of the car, but often unexpected skidding at bad spots on the macadam cause the largest percentage of automobile accidents.

The chairman of the executive committee of the A. A. A. Association for Automobiles, recently a victim of one of these smashups, due to skidding, although at first the accident was attributed to faulty steering. Those who have frequently skidded under such conditions testify to the fact that the skidding that occurred was not the more familiar back wheel skid, but the slipping of the front wheels, which caused the car to slide to overturn or lead with complete force against some roadside telegraph pole or tree.

With the appreciation of this danger, many motorists are taking the precaution of using tire chains on the front, as well as the rear wheels, with very satisfactory results, and some in mountainous sections are even making a practice of using the chains for all four wheels in dry weather, as well as on "slippery" days. To the inexperienced this sounds like an appalling error in the fire bill due to extra wear on tires in extremely mountainous districts, but those who have tried the scheme of using tire chains in all weather claim that the tires serve their full mileage. The theory is this:

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Miss Kathleen Dee of Rock Island, Ill., Defeats Miss Rival.

When a Saxton roadster, driven by Miss Kathleen Dee of Rock Island, Ill., flashed across the line a winner at the Rock Island races, Miss Dee took her place as the first woman driver to engage in an automobile speed event within the past ten years. The race in which Miss Dee captured the honors was a two mile event.

Before engaging in the challenge race, Miss Dee drove a half mile in 2:25 seconds, in spite of the fact that the turn in the track are not banked and the track itself is only slightly more than a half mile.

The same roadster which Miss Dee piloted also won the ten mile event at the twenty amateur speed meet in 14 minutes and 38 seconds.

MacManus With New Agency.

Theodore F. MacManus of Detroit, one of the best known automobile advertising men in the United States, has joined the Krin & Wasy Company of Chicago in the capacity of vice-president and is in charge of a Detroit office established by that company.

Mr. MacManus will devote a considerable portion of his time to the advertising campaign of the Goodyear Tire and Rubber Company of Akron, Ohio, whose advertising in the future will be placed through the Chicago and Detroit offices of the Krin & Wasy Company.

The former associates of Mr. MacManus remain with him in the new organization, and there will be several additions to the staff, among them Gerald Page-Wood of Cleveland, who will be art director.



R. T. Hodgkins.

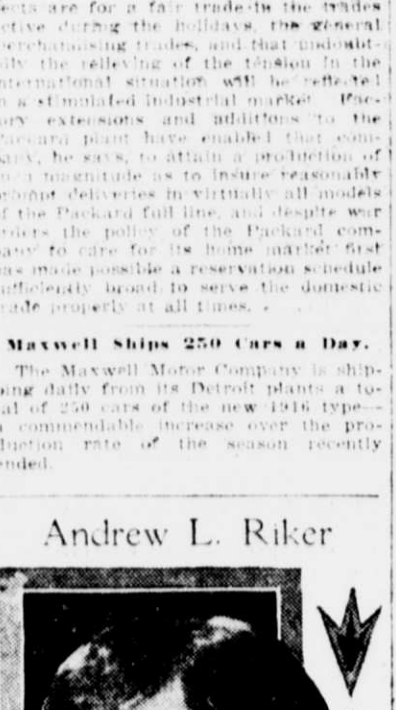
man and William T. Bush have been selected. Willman has been advertising manager of the automobile division and will continue to have supervision of this work. Bush has been manager of Studebaker's Detroit branch.

Willman is a graduate of Carroll College and Harvard. He first went to Detroit for the Bell Telephone Company, and later with the Warren Motor Company. As business manager of the Detroit Board of Commerce, Willman joined the Studebaker force as advertising manager. His work in that capacity has played an important part in bringing about the present prosperity enjoyed at present by the automobile division. As assistant manager of sales, Willman will have charge of all territory west of Detroit.

Harding With Brooklyn Club.

William Becket Harding has been appointed assistant secretary of the Motor Club of Brooklyn, with headquarters at the clubhouse, 1255 Bedford avenue. Harding is well known to automobile men having been for a long time connected with one of the largest automobile concerns in the metropolitan district.

The Motor Club of Brooklyn is now well started on its way to success. The daily lunch is patronized by an increasing number of members.



Andrew L. Riker.



Appointed to represent the Society of Automobile Engineers on the Naxal Advisory Board, Mr. Riker is one of the foremost automobile engineers in this country. He was the first president of the Society of Automobile Engineers and was prominent in the activities of the mechanical branch of the Society of Licensed Automobile Manufacturers.

He designed and built the first American car to win the Vanderbilt Cup race, the Leocomobile, in 1908. Mr. Riker is vice-president and chief engineer of the Leocomobile Company of America.